

MARKETING & COMMUNICATION | COURSE BROCHURE

Event Marketing and Sponsorship

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Events and sponsorships create direct engagement with customers, partners and communities. This course covers event marketing and sponsorship: setting objectives, choosing event formats, planning budgets and logistics, attracting attendees, activating sponsorships, hybrid and virtual events, lead capture and measuring return on investment.

Events are expensive and often poorly measured. You will learn to plan events and sponsorships that deliver clear business results.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Event planning workshops, sponsorship evaluation exercises, case studies and ROI calculations.

Course objectives

By the end of this course, participants will be able to:
• Set objectives for events and sponsorships
• Select event formats and channels
• Plan budgets, logistics and timelines
• Drive attendance and engagement
• Activate sponsorships effectively
• Measure event and sponsorship ROI

Target audience

This course is suitable for:
• Event and marketing managers
• Sponsorship managers
• Communication professionals
• Business development staff
• Association and conference organisers



Course content

Target competencies

Participants will develop competencies in:

- Event planning
- Sponsorship evaluation
- Audience engagement
- Lead management
- ROI measurement

Course outline

Day 1: Event Marketing

09:00–10:08	Role of events
10:08–11:00	Objectives
11:00–11:30	**Coffee break**
11:30–11:45	Objectives (continued)
11:45–12:53	Formats
12:53–14:00	Exercise

Day 2: Planning

09:00–10:08	Budgets
10:08–11:00	Logistics and suppliers
11:00–11:30	**Coffee break**
11:30–11:45	Logistics and suppliers (continued)
11:45–12:53	Timelines
12:53–14:00	Workshop

Day 3: Attendance and Engagement

09:00–10:08	Promotion
10:08–11:00	Experience design
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Experience design (continued)
11:45–12:53	Hybrid and virtual
12:53–14:00	Exercise

Day 4: Sponsorship

09:00–10:08	Selecting sponsorships
10:08–11:00	Activation
11:00–11:30	**Coffee break**
11:30–11:45	Activation (continued)
11:45–12:53	Contracts
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Lead capture
10:08–11:00	ROI
11:00–11:30	**Coffee break**
11:30–11:45	ROI (continued)
11:45–12:53	Post-event follow-up
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	24 May 2027	28 May 2027	**€2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Frankfurt Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,540.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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